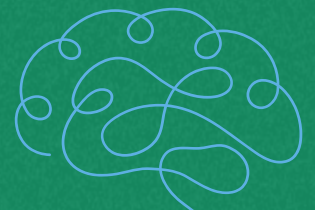


WEAR *Your* WORTH



wear your worth

EXECUTIVE summary

MISSION STATEMENT

Through positive messaging and thoughtful design, we strive to turn everyday fashion into a source of confidence, connection, and encouragement to those who struggle mentally.

COMPANY PERFORMANCE

We successfully received a loan from Junior Achievement to assist us in growing our business.

PRODUCT DESCRIPTION

Wear Your Worth is a message of encouragement, confidence, and support for mental health. Our collection includes comfortable t-shirts, crewnecks, hoodies, and sweatpants designed for everyday wear. Each piece is created with high-quality heat press designs and at checkout, every customer gets to personalize their clothing by choosing a positive phrase from our curated list. The phrase is printed in small lettering and is placed in a random location on the item, making every piece one of a kind. To extend our mission beyond clothing, every item also includes a QR code that links directly to the National Alliance of Mental Illness. This allows customers to easily access support and gain knowledge about mental health.

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FINANCIAL RESULTS

51 ITEMS SOLD

43 TRANSACTIONS

\$1,611.60 TOTAL REVENUE

65.5% PROFIT MARGIN



wear your worth

MEET the team



Trevor Miller
CEO



Olivia Sedmock
COO



Luci Haddad
Marketing



Jacob Severson
CFO



Colin Rinehart
Sales



Chalice Slabaugh
Supply Chain



Cali Faust
Technology

Classroom Volunteer:
Peter Husted
School:
Lake High School
Teachers:
Aja Tompot &
Andrea Chavez
Junior Achievement Area:
North Central Ohio

LEADERSHIP and Organization

EMPLOYEE MOTIVATION/ COMPENSATION

As Wear Your Worth continued to develop and increase sales, there was a need for improvement within the business in order to continue our success. We had to develop new sales strategies to find our target market, as well as make new designs to engage customer interaction. We were able to drop a Valentines Day design, for limited time, which helped improve our brand awareness.

MODIFICATIONS

As a team, we are motivated by the opportunity to support mental health awareness and design clothing that spreads positive messages. Our members all came together at the beginning of the year to collectively decide who would fit each role. Our sales, marketing, supply chain and technology departments have the opportunity to earn a percentage of commission, which is stated in our company charter.

DELEGATION OF DUTIES

CEO - Set our company vision, manage team performance, and oversee operations.

COO - Manage daily workflows and turn strategic plans from CEO into actionable steps.

MARKETING - Have the ability to create engaging content, and develop strategies to promote products.

FINANCE - Managing the financial budgeting, cash flow and planning.

SALES - Set goals and execute strategies to increase sales.

SUPPLY CHAIN - Finding ways to produce quality work, with cost effective suppliers.

TECHNOLOGY - Create and manage website and order platforms.

TEAM STRUCTURE

Wear Your Worth follows a horizontal business structure which promotes collaboration and communication between all members. Each of our seven members has a specific role, which was decided on through an interview process with the CEO and COO, as well as collectively as a team. The departments work together to ensure an efficient production process and open communication is a priority.



INNOVATION PROCESS

Discovery

PROBLEM

Many individuals struggle with stress, anxiety, and low self-confidence, but conversations about mental health are sometimes avoided or overlooked. People may not always know where to find support or may feel alone in what they are going through.

DESIGN PROCESS

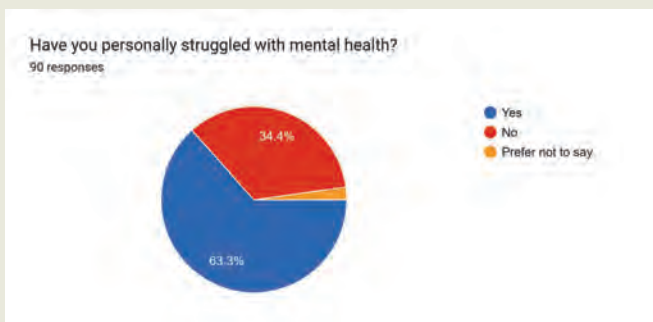
In the early stages of our company, members of our team created several designs and we collectively decided on five main ones. After our first order was placed and seen in person, we had to make adjustments to fonts, text sizing, and colors. Throughout the year, we have created limited time designs such as our Valentine's Day drop, and our most recent design which includes a blue streak in representation of our high school.

SOLUTION

Our team wanted to address this issue by creating a product that could spread positivity and start conversations about mental health. Additionally, adding a QR code on each item that connects to the National Alliance on Mental Illness, makes it easier for individuals to easily access a trusted mental health resource.

RESEARCH

Through research we found that in the United States, more than 1 in 5 adults experience a mental health condition each year. Over 1 in 7 youth ages 6-17 experience a mental health disorder. Additionally, millions of Americans live in areas where shortages of mental health professionals, making it harder to find help. Mental health organizations emphasize that awareness and open discussion are key to reducing stigma.



INNOVATION PROCESS

Market Analysis

COMPETITORS

Various clothing companies offer items based around mental health, to provide support for those who are struggling. The products our competitors produce don't hold variation in the articles of clothing. With our products Wear Your Worth takes the opportunity to bring awareness towards mental health, through hidden and uplifting messages to showcase the worth and uniqueness to our customers.

UNFAIR ADVANTAGE

Wear Your Worth stands out from other clothing brands because our products combine fashion, personalization, and mental health awareness in a meaningful way. The business being run by high-school students allows for the designs to feel authentic and relatable to customers. and the randomly placed personalized phrases make each product slightly different, creating a sense of exclusivity that larger brands usually cannot offer.

UNIQUE VALUE PROPOSITION

Our unique products sets us apart from our competitors through unique designs and personalized questions at checkout, tailored to promote mental health. We are capable of helping individuals struggling with mental health by including positive messages on our clothes, so customers know they are not battling alone.



INNOVATION PROCESS

Product Overview

CLASSIC HOODIE /
CREWNECK



EMPHASIS HOODIE /
CREWNECK



LOGO T-SHIRT /
SWEATPANTS



PRODUCTION PROCESS

The first step in our production process is to order the clothes from Jiffy. We then order the customers desired design and phrase. Once we have the clothes and the designs, we use our heat press to adhere the design to the clothing. After we ensure that everything about the clothing is correct, we neatly fold it and place it in a polymailer. The product is then ready to be delivered.



WORTH HOODIE /
CREWNECK



BOLD HOODIE /
CREWNECK

CUSTOMER elements

TARGET AUDIENCE

At Wear Your Worth we have discovered our target market audience to be middle school students, and highschoolers. Our clothing offering awareness through mental health, allows customers to embody their worth.

CUSTOMER SERVICE

We lead with communication while products are being made, to be transparent with the timing of delivery. Our customers hold value to our company, and we enjoy being able to communicate with them through in person selling events.

SALES

We find the most success in selling events through our school. During lunch periods we are able to set up our display, to sell our products and also participate in raffles by hosting them. Our raffles have trafficked the most money for our business. We have also sold at the Hartville Marketplace, Canton Chamber of Commerce Business Expo and heavy sales through our online website.

CHANNELS

We value our conversations with our customers, to ensure satisfaction and understanding with our products. We market our products through word of mouth, school announcements and social media. We have experienced most of our sales through our website, and also find most of our social media traffic through Instagram.

BUSINESS performance

REVENUE

Our revenue comes from from two sources. First, is our sales. Through online payments, tap-to-pay, and cash payments, we have brought in a total of \$1330.23 in sales. While we have participated in many selling events, the majority of our sales comes through online orders. Our other source of revenue is through contribution events. To get our company startup money, we established two fundraising events through our local Sweet Frog and Chipotle. We also started a GoFundMe, which has brought in \$104.37.

Suppliers

- We order our clothing supply in bulk from Jiffy.com.
- We custom design our prints and order them through CFP designs

TOTAL REVENUE

\$1498.30

Cost Structures

- Our website is out only fixed cost. This brings us to \$203.11 on the year.
- We have two variable costs which includes the transfer fees from Square and the cost to produce our product.

Cost to Produce

- We sell a variety of clothing including T-shirts, Hoodies, Crewnecks, and sweatpants.

- T-Shirts: \$3.96
- Hoodies: \$15.97
- Crewnecks: \$10.25
- Sweatpants: \$19.96

FINANCIAL performance

Overview

Wear Your Worth has sold a variety of different products. We sell t-shirts at \$17, crewnecks at \$24, sweatshirts at \$35, and sweatpants at \$32. We have sold a total of 43 units. With our sales and other streams of revenue, we have a total revenue of \$1518.67. Our total net profit is \$204.88 with a gross profit margin of 65.5%.

Break-Even Analysis

We break even at 36 units. With our average price per unit being at \$39.31 and our average variable cost at \$13.57, this leaves us breaking even at 36 units. This means that we have broken even and have been overall profitable.

Liquidation

We plan on taking our remaining inventory and having a huge sale within the school. After paying back our \$600 JA loan and donating 20% of our profit to NAMI, we will split the remaining money according to our charter.

Income Statement	
For Date Ended March 23, 2026	
Revenue	
Sales	\$1,330.23
Raffle Money	\$84.07
Fundraisers	\$104.37
Total Revenue	\$1,518.67
Expenses	
Processing Fees	\$44.10
Cost of Goods	\$1,066.58
Operating Expense	\$203.11
Total Expenses	\$1,313.79
Total Net Profit	\$204.88

Balance Sheet	
March 23, 2026	
Assets	
Cash	\$185.00
Checking Account	\$834.17
Finished Goods	\$403.00
Total Assets	\$1,422.17
Liabilities	
Sales Tax Payable	\$86.46
JA Company Loan Payable	\$600.00
JA Loan Interest Payable	\$30.00
Total Liabilities	\$716.46
Total Owner's Equity	\$705.71
Total Liability & OE	\$1,422.17

LEARNING EXPERIENCES and Future Application

SUCCESSSES

Within the opportunity to start and operate a company, we have had experience in entrepreneurship, recieving a \$600 loan from JANCO, team bonding successes, and interactive networking with other JA businesses.



LEARNING FROM FAILURE

With challenges occuring, we've occured experience with declining customers, lack of awareness for shipping for customers, setbacks with the production of goods, and at the beginning we had experience leadership style issues.



“Every success and fault has lead us to the point we are at in growth within ourselves and our company. Each day with the team is a gift to me. I loved growing and learning with Liv, Jacob, Cali, Colin, Luci, and Chalice.”

-Trevor, CEO

and One More Thing...

CONNECTING TO NEW MARKETS

To reach people beyond our original group of customers, such as members of our school, we used social media platforms including Instagram, TikTok, and Facebook to share our designs and the meaning behind our brand. Our QR code connects customers to the National Alliance on Mental Illness, which may have attracted individuals who care about mental health advocacy. We also shared our brand with family, friends and through the use of in-person selling events at the Hartville Marketplace. Additionally, we held two raffles at our school, which allowed students to enter raffle tickets for \$1.00 each and have the opportunity to win a hoodie.

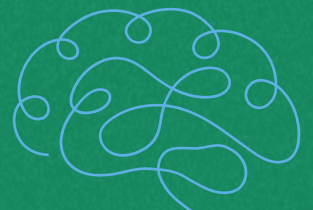


INNOVATION THROUGH COLLABORATION

Our team combined ideas from different roles in our company and worked together to improve our products and message. For example, our marketing and sales departments bounced ideas off of each other and created content to bring awareness to our brand. We developed the idea of customer involvement in our product through letting our customers choose a positive phrase that would be placed in a random location on their clothing.



THANK *You*



wear your worth